

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

Crossroads Gps/ Issue
 Submission Number 601 Issue 1



nbc4.com

NBC 4 / WCMH
 3165 Orientangy River Road
 Columbus, OH 43202
 PHONE (614) 263-4444 FAX (614) 447-9107

Original

Client: Crossroads Gps/ Issue	Submission Cost: 90100	Campaign Ref: E:120913010
Buyer: ..	Client/Product/Estimate: 12 / 11 / 984	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 06313787
Est./PO Number: 06313787	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Crossroads Gps	Booking Group: WCMH	Key Market: Columbus, OH
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type			Rate	Spot Type		09/10	09/17	Total	Cost
1	M-Su 11p NewsF..	02			2500	30 Comme	Nbr of Spots	1	1	2	5000
2	M-F 5a NewsF..	03			450	30 Comme	Nbr of Spots	1	1	2	900
3	M-F 5p NewsF..	02			1500	30 Comme	Nbr of Spots	1	1	2	3000
4	M-Su 6p NewsF..	02			2000	30 Comme	Nbr of Spots	1	1	2	4000
5	M-F 6a NewsF..	03			1200	30 Comme	Nbr of Spots	1	1	2	2400
6	M-Su 630p NBC Nightly NewsF..	03			2300	30 Comme	Nbr of Spots	1	1	2	4600
7	M-F 7p ExtraF..	02			1400	30 Comme	Nbr of Spots	1	1	2	2800
8	M-F 7a Today ShowF..	02			1500	30 Comme	Nbr of Spots	1	1	2	3000
9	M-Su 11p News	02			2500	30 Comme	Nbr of Spots		1	1	2500
Weekly Totals: Total Spots(Ord Spots)								11	43	54	

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10	M-F 5a News M.....	03	450	30 Comme	Nbr of Spots	1	1	450
11	M-F 5p News M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
12	M-Su 6p News M.....	02	2000	30 Comme	Nbr of Spots	1	1	2000
13	M-F 6a News M.....	03	1200	30 Comme	Nbr of Spots	1	1	1200
14	M-Su 630p NBC Nightly News M.....	03	2300	30 Comme	Nbr of Spots	1	1	2300
15	M-F 7p Extra M.....	02	1400	30 Comme	Nbr of Spots	1	1	1400
16	M-F 7a Today Show M.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
17	M-Su 6p NewsS.	02	2000	30 Comme	Nbr of Spots	1	2	4000
18	M-Su Late News Late Run MTWTFSS Isolations: W/C 09/10S. W/C 09/17S	01	2500	30 Comme	Nbr of Spots	1	2	5000
19	M-Su 6p NewsS	02	2000	30 Comme	Nbr of Spots	1	2	4000
20	M-Su 11p News	02	2500	30	Nbr of Spots	1	1	2500
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21	M-F 5a News ...T....	03	450	30 Comme	Nbr of Spots	1	1	450
22	M-F 5p News ...T....	02	1500	30 Comme	Nbr of Spots	1	1	1500
23	M-Su 6p News ...T....	02	2000	30 Comme	Nbr of Spots	1	1	2000
24	M-F 6a News ...T....	03	1200	30 Comme	Nbr of Spots	1	1	1200
25	M-Su 630p NBC Nightly News ...T....	03	2300	30 Comme	Nbr of Spots	1	1	2300
26	M-F 7p Extra ...T....	02	1400	30 Comme	Nbr of Spots	1	1	1400
27	M-F 7a Today Show ...T....	02	1500	30 Comme	Nbr of Spots	1	1	1500
28	M-Su 11p News T.....	02	2500	30 Comme	Nbr of Spots	1	1	2500
29	M-F 5a News T.....	03	450	30 Comme	Nbr of Spots	1	1	450
30	M-F 5p News T.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
31	M-Su 6p News	02	2000	30	Nbr of Spots	1	1	2000
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32	M-F 6a News ..T....	03	1200	30 Comme	Nbr of Spots	1	1	1200
33	M-Su 630p NBC Nightly News ..T....	03	2300	30 Comme	Nbr of Spots	1	1	2300
34	M-F 7p Extra ..T....	02	1400	30 Comme	Nbr of Spots	1	1	1400
35	M-F 7a Today Show ..T....	02	1500	30 Comme	Nbr of Spots	1	1	1500
36	M-Su 11p News ..W....	02	2500	30 Comme	Nbr of Spots	1	1	2500
37	M-F 5a News ..W....	03	450	30 Comme	Nbr of Spots	1	1	450
38	M-F 5p News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
39	M-Su 6p News ..W....	02	2000	30 Comme	Nbr of Spots	1	1	2000
40	M-F 6a News ..W....	03	1200	30 Comme	Nbr of Spots	1	1	1200
41	M-Su 630p NBC Nightly News ..W....	03	2300	30 Comme	Nbr of Spots	1	1	2300
42	M-F 7p Extra	02	1400	30	Nbr of Spots	1	1	1400
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43	M-F 7a Today Show ..W.... ..W....	02	1500	30 Comme		1	1	1500
Weekly Totals: Total Spots(Ord Spots)					11	43	54	

Grand Totals				Month 9 Weeks: 5			
Totals		09/10	09/17				
Spots	54		11				
Cost	90100		19350				

Grand Totals:	Spots: 54
	Gross Total: 90,100.00
	Commission: 13,515.00
	Net Total: 76,585.00